Note for Schneidman, Eileen

From: Schneidman, Eileen

Date: Tue, Apr 25, 1995 4:18 PM

Subject: RE: Outbound TM costs

To: Briggs, Gary(Kowal)

Cc: McMahon, Kathy; Tolchinsky, Karen

Gary,

Just a reminder (because I may or may not be here when the billing happens): When invoicing this job, Database will be paying for survey time. I'm sure it's a teeny amount for the Test calling, but certainly becomes a bigger amount if we go to the 2.1 million universe.

Thanks, Eileen

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From: Briggs, Gary(Kowal) on Tue, Apr 25, 1995 1:09 PM
Subject: RE: Outbound TM costs
To: Schneidman, Eileen
Cc: Barros, Peter(Kowal); McMahon, Kathy

Here's where I believe we are at with costs at this point:

	Budgeted Hours	Budgeted Cost	To Date Hours Est.	To Date Cost Est.	Proj. Hours Est.	Proj. Cost Est.
Consulting	158	$15,375	143.25	$13,945	164	$15,645
Telemarketing	475	$14,250	400	$12,000	565	$16,950
Training	178	$ 2,136	150	$ 1,800	180	$ 2,160

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As you can see, the only area where I think we'll see a significant variance from budgeted is the telemarketing hours. Because the file during this third test has resulted in numerous "wrong numbers", "disconnects", "changed numbers", etc., we have had to make more attempts to obtain completed surveys. Thus, it takes longer to get a completed survey which results in higher telemarketing hours. I'm projecting that we will come in about 21% higher than budgeted. We can certainly talk about this if you foresee this as a problem.

I'm not sure where we are in the approval stage for the project agreement. If it hasn't been approved by legal at this point, it might be easier to incorporate the additional 21% projection in to the budget at this time so we avoid having to do another amendment if, in fact, we come out where I'm projecting we'll come out.

Let me know if you have any questions.

From: Schneidman, Eileen on Mon, Apr 24, 1995 6:06 PM
Subject: Outbound TM costs
To: Barros, Peter(Kowal); Briggs, Gary(Kowal)

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